



M. P. WASHO
Key Account Manager

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Sent via E-Mail

June 4, 1996

To: All Division / Retail Managers
All Sales / Retail Reps
With Food Bag CID # 1328-00-00

Subject: **June / July Price Reduction Program**

Dear Managers and Reps,

As information, RJR and Food Bag will be conducting a price reduction of 20¢ per pack on all Camel (ex. Reg), Winston, and Doral for the period of June 14 through July 14.

Reduction will be via PLU key; therefore, no stickering of product will be required. Your only responsibility, in support of this program, will be to supply supporting POS, i.e. price communication for displays and any other pieces stores may request. During this program, please monitor stock levels to ensure we do not run ourselves out-of-stock.

Should you have any questions, or encounter problems with any of the Food Bag retail locations, please contact me via voice mail (# 46892).

Sincerely,

Mike
M. P. Washo

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JunJulPR.doc

Sales	Retail
1221 2	1222 22
1222 5, 8	1223
1223	1226 27
1224	1229
1225	ROM
1226	PC SC
1229	MC PA
1240	
1244	RSM RBM

51853 0825